

## System zum Wiedergeben von visuellen Informationen

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EP0879536 (B1)**Abstract of DE19545882**

To position advertising content in a telecommunication system, for example known throughout the world as the Internet, with a high level of acceptance by system users, it is proposed to transmit within a television signal which can be reproduced by a television receiver an address (HTTP) for a server program of the digital communication network. Optical signals are transmitted to the user on the screen of the television receiver in any form (in the form of a marking or plain writing). The address (HTTP) is evaluated at the command of the user to the effect that the content of the server program and other visual information which can be retrieved using the server program, in particular advertising-related information, can be reproduced on the screen of the television receiver.

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